MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BMK2064 – PRODUCT PLANNING AND MANAGEMENT

(All section / Groups)

24 OCTOBER 2017
2.30 p.m - 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **TWO** pages (*excluding* the cover page) with **FIVE** questions only.

2. Attempt **ALL** the questions.

3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION ONE

(a) Explain "go error" and "drop error" with relevance to the risk/payoff matrix. (10 marks)

(b) Discuss the uses and significance of the A-T-A-R model as an evaluation system. (10 marks)

QUESTION TWO

Describe the steps on how to identify the best project/concept to be used with an example of a scoring model to full screen the project/concept based on its technical and commercial success factors. (20 marks)

QUESTION THREE

Manager A: "ABC's marketing people apparently had some trouble a while back with a new dishwasher detergent packaged in waxy cartons like those used for orange juice, was rejected by test market parents who were afraid their children might think the cartons contained juice."

Manager B: "Seems to me these errors were inexcusable. Shouldn't they have been discovered earlier, in product use testing?"

With reference to the above conversation between Managers A and B, discuss how these errors could have been avoided through product use testing prior to launch. (20 marks)

QUESTION FOUR

(a) Describe the various types of demand sought based on the different levels of product newness. (10 marks)

(b) In addition to the type of demand sought, several other strategic platform decisions such as "permanence" and "aggressiveness' may need to be made. Describe these two decisions. (10 marks)

Continued...

QUESTION FIVE

Discuss the following methods of market testing:

(a) Speculative sale (3 marks)
(b) Simulated test market (3 marks)
(c) Informal selling (3 marks)
(d) Direct marketing (3 marks)
(e) Minimarkets (3 marks)
(f) Test marketing (3 marks)
(g) The rollout (2 marks)

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